

To: Harbaugh, Larry W., 5640 - Seattle Chain (REINKEL), Hope, Jeffrey J.
From: 5610 - Seattle ROU (SCOTTS)
Posted: 5/16/97 12:58
Opened: 5/20/97 12:58
Subject: FWRD: Core-Mark "No Bull" Information

MAILED ON
THIS DATE

5/20/97

Larry, Jeff, Lorraine

===== <Forwarded Letter> =====

From: Lawson, Jim
To: 5610
Subject: Core-Mark "No Bull" Information
Posted: 05/16/97 09:58
Priority: Normal

To Managers with Core-Mark branches, ROM's and Promotion Coordinators

I have contacted Core-Mark Headquarters and presented our new Winston "No Bull" program. Core-Mark headquarters will advise all branches of the importance of proper rotation of Winston product to ensure old styles are shipped before new product. As stated in the Winston fact book, please inform all appropriate branch people of the importance of proper rotation at their branch.

I am attaching a spreadsheet that lists all 19 styles of Winston/Select items for which there is an active line number for all styles. Based on geography, some items are not currently stocked in all branches. Based on sales objectives, you will be able to "sell" in any brands not currently stocked in your respective branches. New items should be ordered when new product begins to arrive in your bonded warehouses.

I am also attaching a spreadsheet that list the Core-Mark item numbers needed to implement the August Winston B2G2F promotion. Please present this promotion to your respective branches as soon as possible to "lock in" your promotion time schedule, thus insuring promotions are shipped during the first week of each month. Remaining Winston promotion Core-Mark numbers will be forwarded to you as soon as I receive information from each ROU as to the brand styles that each region will be working in the remaining VAP and DPC promotions.

ROM's, please forward to me as soon as possible your region brands that will be used in all remaining Winston VAP and DPC promotions. Please list the specific VAP/DPC program and the product mix that will be utilized in your Core-Mark branches.

Please pass along the Core-Mark Winston Item numbers to KAM's, AM's, DM's, RM's ASR's/SR's and RR that have chains/retail calls serviced by your Core-Mark branches.

If you have any questions, please do not hesitate to contact me. Thank you for your continued support with Core-Mark.

Jim Lawson

51845 0184

WINSTON - NO BULL

UPC Information

CORE-MARK	Brand/Style		Pack UPC	Non Sup. Pack UPC	Carton UPC	Case UPC
Line Number	Base WINSTON					
003111	FF85		0 123103 9	0 12300 00010 9	0 12300 11013 6	000 12300 11012 9
003145	FF100		0 123143 7	0 12300 00014 7	0 12300 11413 4	000 12300 11412 7
003103	FFCP83		0 123123 3	0 12300 00012 3	0 12300 11213 0	000 12300 11212 3
003129	LT85		0 123113 6	0 12300 00011 6	0 12300 11113 3	000 12300 11112 6
003137	LT100		0 123133 0	0 12300 00013 0	0 12300 11313 7	000 12300 11312 0
053033	LTCP83		0 123193 2	0 12300 00019 2	0 12300 11913 9	000 12300 11906 1
053041	LTCP100		0 123593 8	0 12300 00059 8	0 12300 15913 5	000 12300 15906 7
003152	UL85		0 123173 8	0 12300 00017 8	0 12300 11713 5	000 12300 11706 7
003160	UL100		0 123183 5	0 12300 00018 5	0 12300 11813 2	000 12300 11806 4
417162	ULCP83		0 12300 70399 4	0 12300 70399 4	0 12300 70313 0	000 12300 70306 2
417170	ULCP100		0 12300 70499 1	0 12300 70499 1	0 12300 70413 7	000 12300 70406 9
	Select					
459586	FF85		0 12300 70999 6	0 12300 70999 6	0 12300 70913 2	000 12300 70906 4
891473	FF100		0 12300 22463 5	0 12300 22463 5	0 12300 22464 2	000 12300 22465 9
459594	FFCP83		0 12300 71099 2	0 12300 71099 2	0 12300 71013 8	000 12300 71006 0
692780	FFCP100		0 12300 22185 6	0 12300 22185 6	0 12300 22186 3	000 12300 22187 0
579334	LT85		0 12300 71199 9	0 12300 71199 9	0 12300 71113 5	000 12300 71106 7
579359	LT100		0 12300 20276 3	0 12300 20276 3	0 12300 20277 0	000 12300 20278 7
579326	LTCP83		0 12300 71299 6	0 12300 71299 6	0 12300 71213 2	000 12300 71206 4
579367	Slim LTCP100		1 12300 20165 0	1 12300 20165 0	1 12300 20166 7	000 12300 20167 4

Note: The 3 digit extensions of the case UPC codes will be changed from "000" to aid in tracking internally but will not affect tracking at direct account level.

51845 0185

1997 3rd Quarter Promotion Timetable



R.J. REYNOLDS
TOBACCO COMPANY

CORE-MARK Branch:

All
Branches

Winston "No Bull"
VAP & DPC
Programs

Winston
Box
B2G2F
August

**Winston
B2G2F
Lighters**

First Order Date

6/16/97

7/14/97

First Delivery Date

RJR Product UPC's

Fil Bx Kg	24091
Lt Bx Kg	24092

CORE-MARK

Shipper Number

805739

CORE-MARK
Case/Carion #

Fil Bx Kg
891481
Lt Bx Kg
805721

**Template Delivered
to CORE-MARK**

Week of

Product ordered
to arrive

Week of

Date to stamp and pack promotion	
----------------------------------	--

Week of

Ship to retail outlets

Week of

Contact CORE-MARK
buyer to determine
excess sku's and
provide list of calls
to ship excess

Week of

CORE-MARK Approval/Date:

RJR Manager/Date:

51845 0186